

HOW TO PUT SHERWIN-WILLIAMS BEAUTY ON YOUR BUILDING

Be sure the surface to be painted is thoroughly dry, clean, and free from dirt; all loose paint, etc., should be wire-brushed. Do not apply Brick & Stucco Paint over surfaces which have been coated with Sodium Silicate, wax base coatings, etc. New masonry surfaces should be permitted to weather at least 6 months before painting. However, if necessary to paint, such surfaces should be washed with a solution consisting of 3 lbs. of zinc sulphate to the gallon of water. Surfaces which show signs of efflorescence should be scraped and washed in this same manner. Allow 24 to 48 hours for the moisture to dry out before painting.

Rain-soaked masonry should be allowed to dry at least 48 hours before painting.

All cracks and openings around doors and windows should be thoroughly cleaned and cut out before painting. Caulk these cracks with S-W Glaz-Kalk after the first coat of paint has been applied. For best results always use two coats.

The appearance of cement asbestos shingles is improved with Brick & Stucco Paint. Then too, painting seals the surface against intrusion of moisture, prevents dampness, and eliminates the spotty appearance that often occurs after rains. Shingles should be thoroughly dry. Those exposed to the weather for a year or longer represent the best painting surfaces.

NEW WORK

First Coat:—Apply a mixture consisting of equal parts of S-W Brick and Stucco Paint and S-W Brick and Stucco Paint Mixing Sealer. Satisfactory results depend on thorough sealing of the surface before the finishing coat is applied. Do not substitute linseed oil or turpentine for thinning. Brick and Stucco Paint Mixing Sealer is especially made to be used with Brick & Stucco Paint and when incorporated with it for the first coat, insures adequate penetration for satisfactory priming. Allow the first coat to dry thoroughly before applying the second coat—at least 48 hours in good drying weather.

Second Coat:—Apply Brick & Stucco Paint, adding one to two quarts of Brick & Stucco Paint Mixing Sealer to each gallon of paint. While the addition of Mixing Sealer increases the original gloss of the finish, it is desirable, since it minimizes the possibility of spotting; if this slight gloss is objectionable, apply Brick & Stucco Paint without reduction.

OLD WORK

First Coat:—Where the paint is very porous or practically gone, apply an equal part mixture of S-W Brick and Stucco Paint and Brick & Stucco Paint Mixing Sealer.

Second Coat:—Proceed as for new work.

Covering Capacity:—150 square feet, one coat, per gallon.

SHERWIN-WILLIAMS BRUSHES

The Sherwin-Williams Co. recognizes three factors in the production of a good paint job.

{1} Good Painter. {2} Good Paint. {3} A Good Brush.

For best results, we recommend either S-W No. 110 leather bound brush or S-W No. 110 metal bound brush.

Some sections of the country use the Dutch style wall brushes, such as HC No. 335 or HC No. 340.



COLORFUL DECORATING IDEAS

For ideas on the beautiful color effects possible with Sherwin-Williams Brick & Stucco Paint . . . for up-to-the-minute suggestions for shutters, doorways and trim . . . see Sherwin-Williams PAINT AND COLOR STYLE GUIDE in your S-W dealer's store. Beautiful full-color photographs, over two square feet in size, show you homes color-styled with Sherwin-Williams Paints.

Whether your home is large, small, simple or elaborate—there are ideas for color-styling it inside and out, in the PAINT AND COLOR STYLE GUIDE.

You can borrow a copy of the STYLE GUIDE from your S-W Dealer without any obligation whatsoever. In the privacy of your own home, you can choose color schemes that you know are correctly styled.

ASK YOUR DEALER TODAY ABOUT THE
STYLE GUIDE LENDING SERVICE!

THE SHERWIN-WILLIAMS Co.

ADMINISTRATION OFFICES: CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES
IN PRINCIPAL CITIES

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SHERWIN-WILLIAMS BRICK & STUCCO PAINT

CLEAN • DURABLE • ATTRACTIVE



THIS SPECIAL SHERWIN-WILLIAMS PAINT BRINGS YOU BEAUTY

-and Saves you Money!



REGULAR COLORS



Cream



Canary Yellow



Coral Tint



Cream Gray



Terra Cotta

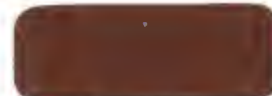


Gray

ALSO WHITE



Mayfair Green



Copper Rose

KEEP DAMPNESS OUT

Old brick and unpainted or poorly painted stucco both absorb moisture. Brick itself "drinks in" as much as 18% of its weight in water! Result: fast, costly decay. Moisture can (and does) cause *unhealthy* dampness inside stucco buildings. What's more, damp plaster will crack, even fall; and you'll find yourself buying extra fuel for the increased heating you'll need. None of this is necessary—thanks to Sherwin-Williams Brick and Stucco Paint!

BEAUTY THAT LASTS

Sherwin-Williams Brick and Stucco Paint is made especially for brick, stucco and concrete wall surfaces. And it's made right! When correctly used, it completely covers even moisture-absorbing "hair" cracks. It presents a tough, smooth surface to the weather . . . tough, but good to look upon. Also, dirt and soot don't cling to it as easily as to rough, porous unpainted surfaces. Rains help wash these tight oil colors clean! They stay young, keep your building *beautifully* protected.

Choose the colors you like. The proportions for the suggested blends are approximate. You mix them yourself. Choose a trim color, too—then speak to your Sherwin-Williams Dealer. He'll be glad to help you.

SUGGESTED TRIM COLORS

These S-W Trimbrite Colors add a distinctive styling note to your home. Finest quality, lasting color and gloss. Furnished in ready-to-use consistency.



Fiesta Yellow



Verdaz Green, Lt.



Castilian Blue



Cardinal Red



SUGGESTED BLENDS

Mixed from Regular Colors



ORCHID—White, touch of Terra Cotta



PINK STONE—Coral Tint and Cream Gray, equal parts



FLESH—Coral Tint and Cream, equal parts



WARM GRAY—White, 4 parts, Gray 1 part



TILE RED—Canary Yellow, 3 parts, Terra Cotta, 1 part



FAWN—Coral Tint and Gray, equal parts



Spanish Orange



Corona Blue

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-and Saves you Money!



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Can



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